



Revisiting Electronic Word-of-mouth (e-WOM): a systematic review

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ABSTRACT

Electronic word-of-mouth (e-WOM) is a concept originating from traditional communication of marketing messages from person-to-person word-of-mouth. Research over time, points out to a digital shift in forms of communication. In the modern age consumers are connected 24/7 to the internet, putting products and services under their stringent vigil. Thereby, e-WOM arises with the emergence of online communication amongst consumers relatable to their products and services experience. The topic of e-WOM has been receiving great attention worldwide due to its power in affecting consumer' purchase behaviour and business performance. Nonetheless as an evolving phenomenon in the market, literature has grown very rapidly and in multiple ways, becoming fragmented. Recognising the importance of e-WOM as a research topic, this systematic review was developed with the purpose of mapping the key themes of e-WOM pertaining to literature for the past ten years. By doing Given this, we used Leximancer qualitative software to extract input from a pool of 64 articles from 2010 to 2020 with the keyword: e-WOM. The results endorse e-WOM relation with other four other themes such as “media”, “influence”, “hotel” and “relationship”. The content analysis of the themes not only contributed to theory by offering directions for future researchers but combining an overall reflection on the state-of-the-art of e-WOM phenomenon.

Keywords: e-WOM, Systematic Review, Leximancer , Concept Map, Content Analysis

Título: Revisitando o Electronic Word-of-Mouth (e-WOM): uma revisão sistemática

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RESUMO

O *electronic word-of-mouth* (e-WOM) é um conceito baseado na comunicação e no marketing tradicional de pessoa para pessoa. A investigação de formas de comunicação ao longo do tempo aponta para uma mudança resultante da evolução digital. Na era moderna, os consumidores estão ligados 24 horas por dia à internet, escrutinando em permanência produtos e serviços. Neste contexto, o e-WOM resulta da comunicação online entre consumidores que partilham experiências, produtos ou serviços. O tema do e-WOM tem vindo a receber uma atenção particular graças à sua capacidade de afetar o comportamento de compra dos consumidores e o desempenho das organizações. No entanto, como fenómeno em evolução no mercado, a literatura cresceu muito rapidamente e de forma variada. Reconhecendo a importância do e-WOM como tema de investigação, esta revisão sistemática foi desenvolvida com o objetivo de mapear os principais temas do e-WOM relativos à literatura temática nos últimos dez anos. Neste sentido, foi utilizado o software qualitativo Leximancer com o objetivo de extrair significado de um conjunto de 64 artigos, de 2010 a 2020, com a palavra-chave: e-WOM. Os resultados sustentam a relação do e-WOM com outros quatro temas, tais como, "media", "influência", "hotel" e "relacionamento". A análise de conteúdo dos temas não só contribuiu para a teoria, apontando direções a futuros trabalhos de investigação, mas também uma reflexão geral sobre o estado da arte do fenómeno e-WOM.

Palavras-Chave: e-WOM, Revisão Sistemática, Leximancer, Mapa Conceptual, Análise de Conteúdo

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“Life is a journey. When we stop, things don’t go right.”

-- Pope Francis

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TABLE OF CONTENTS

List of Acronyms and abbreviations	vi
List of Figures	vii
List of Tables.....	viii
List of Appendices	ix
Chapter 1: INTRODUCTION.....	1
Chapter 2: LITERATURE REVIEW	3
2.1. From Traditional Word of Mouth	3
2.2. To Electronic Word of Mouth.....	5
2.3. The overall effect of e-WOM.....	9
2.3.1. Favourable effects of e-WOM.....	10
2.3.2. The Unfavourable effect of e-WOM.....	13
Chapter 3: METHODOLOGY	18
3.1. Formulate the Review Question.....	18
3.2. Coding Protocol-Define inclusion and exclusion criteria	18
3.3. Develop search strategy and locate	19
3.4. Select Studies	20
3.5. Extract data	20
3.6. Analyze and Interpret results	21
Chapter 4: DISCUSSION.....	23
Content and elements of “e-WOM”	23
The role of social “Media”	26
The e-WOM “influence”	28
e-WOM in hospitality and “Hotels”	30
e-WOM and its positive “Relationship”	32

<i>Chapter 5: CONCLUSION</i>	35
5.1. Main Conclusion.....	35
5.2. Theoretical Contribution.....	36
5.3. Practical Contribution.....	37
<i>Chapter 6: LIMITATIONS AND FUTURE RESEARCH</i>	38
<i>REFERENCES LIST</i>	40
<i>APPENDICES</i>	55

LIST OF ACRONYMS AND ABBREVIATIONS

ACA – Automated Content Analysis

C2C- Consumer to consumer

CSR – Corporate Social Responsibility

e-WOM – Electronic word-of-mouth

ORS – Online Recommendation Systems

SNSs – Social Network Sites

SMMA – Social Media Marketing Activities

WOM – Word-of-mouth

UGC – User-Generated Content

LIST OF FIGURES

Figure 1- Systematic review: concept map. 21

LIST OF TABLES

Table 1- e-WOM impact.....	16
Table 2- Inclusion and Exclusion Criteria for Literature Search.....	19

LIST OF APPENDICES

Appendix 1- e-WOM concepts.....	55
Appendix 2- e-WOM themes and corresponding authors.....	56

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1. INTRODUCTION

Word-of-mouth is one of the most ancient and influential mechanisms of conveying information (Dellarocas, 2003), and with the advent of the internet, the power of WOM has become even more important (Dellarocas 2003; Hennig-Thurau *et al.* 2004). The internet has transformed the way individuals interact between themselves, including the way consumers share and exchange information within an open market. In today's world, consumers can use the internet and search for the opinions of other individuals, expecting that these will help inform better purchasing decisions (Khan et al., 2018). By engaging with Web 2.0 tools such as online discussion forums, consumer review sites, web blogs, and social network sites among others, consumers are capable of communicating their opinions and exchange product information, thereby giving rise to a phenomenon labeled "electronic word-of-mouth" (e-WOM) (Gupta & Harris, 2010).

At a click of a button, individuals can virtually share opinions and experiences on products or services with no geographical boundaries, thus informing each other's shopping decisions (King et al., 2014). For instance, products and services are under rigorous observance from consumers (Verma & Yadav, 2021). Trustpilot (2020) recently reported that approximately 89% –nine out of ten – of worldwide consumers reach out to online reviews before making a purchase, indicating high levels of trust between buyers and fellow consumers' opinions. This is the basis of collective intelligence process that improves the capability building of the different economic actors of the ecosystem.

For the aforementioned reasons, e-WOM has attracted considerable interest from global researchers in the past decade (Lamberton & Stephen, 2016). The scope of published literature, however, is very large and fragmented being discussed from a range of different perspectives. Systematic literature reviews have been adopted previously to consolidate the growing knowledge on e-WOM literature. For example, Cheung and Thadani (2012) have developed a review paper concerning the impact of e-WOM communication by collecting 83 articles published between 2001 and 2010 and Li et al.'s (2017) research collected and summarized existing literature to further develop: "An integrated Research Framework on the Effect of e-WOM". Furthermore, Babić Rosario et al. (2020) by stocking 1050 articles published between 1996 and 2019, were able to conceptualize the e-WOM process building on consumer motivation theory – Motivation, Opportunity and, Ability (MOA). Most of the previous e-

WOM reviews adopted traditional manual methods of literature synthesis. However, this method might hinder the advancement of science literature being generated due to human limitations in time and cognition (Nunez-Mir et al., 2016). Therefore there is the need to adopt new methods that can support the synthesis of the rising corpora of e-WOM literature efficiently and accurately. Far as we are aware, and to fill this gap, the current study is the first to adopt Leximancer methodological tool to produce a concept map that represents main relational themes and concepts yielded in diversified e-WOM studies. It consists of an automated content analysis tool (ACA) that uses Bayesian Statistics: by recording the occurrence of a word, it relates it to the occurrence of a series of other words. The outputs are then quantified through coding segments of text, from one sentence to a cluster of sentences (Rodrigues et al., 2019). With this in mind, this paper relates itself to issues concerning the analysis of e-WOM research for the past ten years. This paper aims to answer the following research question:

- *Which specific themes of e-WOM have been studied for the past 10 years?*

This dissertation is structured as follows: first, we start with a literature review. Within this section, we will provide a general overview on traditional WOM, on e-WOM concept further comparing it with some related concepts, thus identifying its singular characteristics. e-WOM favourable and unfavourable effects will be assessed throughout the literature review. The research methodology is then examined, evaluating its appropriateness for the current research, and the main results obtained through the conceptual map are analyzed. The discussion section is developed based upon the interpretation of the collected literature and we present a set of propositions, followed by overall conclusion, theoretical and practical contribution, limitations and future research.

2. LITERATURE REVIEW

Triangulated with existing literature, the following section consists of providing a clear understanding of e-WOM as an online phenomenon in the modern age and its adjacent characteristics. To do so, we begin with an overview of the traditional WOM concept, outlining its characteristics and further emphasizing its power. Next, we present the e-WOM concept definition, discussing differentiating characteristics. Further exploring this matter we compare e-WOM to online reviews, online recommendations, and user-generated content, concepts that have been exchanged, aggregated and, mislabeled with e-WOM across the literature. Finally, we review e-WOM impact, outlining its favourable and unfavourable effects from both consumers' and corporations' perspectives.

2.1. From Traditional Word of Mouth

The traditional Word-of-mouth (WOM) concept has been, primordially, defined by Katz and Lazarsfeld (1956) as the exchange of marketing information among consumers, playing a crucial role in influencing their behaviour and altering attitudes towards products and services. In 1967, Arndt refined the definition of WOM by objectively describing it as “*an oral, person-to-person communication between a receiver and a communicator whom the receiver perceives as non-commercial, regarding a brand, product or service*” (Arndt, 1967, p.3). This definition characterizes WOM as an interpersonal communication process that includes three major elements: the communicator (source of the message) that is not commercially motivated; the message that specifically contends commercial content; and the receiver, in the end of the process. Due to continuous development in WOM marketing research, new definitions have aroused, and in the modern world, traditional WOM is defined as the communication exchange amongst consumers that liberally do it without any economic benefits. Nevertheless, the sender may seek social value or some type of reward (Bughin et al., 2010, p.1).

Traditional WOM communication, apart from being the oldest way of sharing information (Dellarocas, 2003), is the most likely to impact consumer behaviour (Daugherty & Hoffman, 2014). Due to source credibility and flexibility of interpersonal communication, it is seen as a more powerful and effective source in consumers' purchasing decisions than other forms of traditional marketing advertising (Day, 1971). The fact that communicators are fully autonomous of the market sellers makes them more trustworthy, thus conveying high credibility (Brown et al., 2007). Credibility is indeed a major characteristic of WOM communication: as

it occurs between individuals that are known to each other hence with strong ties (e.g. family, friends, colleagues), the receiver can demystify the credibility of the communicator and the message itself, thus credibility is better assessed, whether weak or strong (Huete-Alcocer, 2017). This is a key aspect of the capital of trust between the parts involved.

Furthermore, WOM occurs between individuals in a synchronous set-up (Dellarocas, 2003) where information exchange is held upon face-to-face conversations. This way, information is slowly transmitted as participants need to be physically present once it is communicated. This circumstance hinders the chance to share information amongst individuals that were not present when and where the message was disseminated, thus reducing the speed of diffusion and the size of the network (Cheung & Thadani, 2012). Since information is exchanged in private conversations by nature, it consists of information that “*vanishes as soon it is uttered, for it occurs spontaneously and then disappears*” (Stern, 1994, p.7). In fact, once the message has been received it can easily be forgotten with time, and might disappear (Huete-Alcocer, 2017). WOM communication literature can be summarized into three main categories: antecedents of WOM either from the perspective of sender or receiver; identification of determinants for individuals trusting WOM communications; and assessment of WOM communication impact. Attitude, satisfaction and, dissatisfaction towards a product and service; trust, and commitment were found to be major antecedents amongst senders of WOM communication (Ismagilova et al., 2017). Indeed, individuals tend to share WOM with others when satisfied or dissatisfied with the experience they have had with a product or service. Furthermore, the study conducted by Sundaram et al. (1998) was prominent within WOM investigation having identified cognitive motives for consumers to rather engage in favourable or unfavourable WOM. Motives for favourable WOM consist of altruism, product involvement, and self-enhancement, while unfavourable WOM includes altruism, anxiety reduction, vengeance, and advice-seeking reasons. Further, the main motive for individuals seeking WOM communication is to obtain risk-reducing information (Lutz & Reilly, 1974).

As for WOM communication effectiveness it may depend on the sender’s characteristics, receiver’s expertise, and tie strength between the involved parties (Ismagilova et al., 2017). Finally, marketing research on WOM impact recognizes its respective power in influencing attitudes, behavioural intentions, consumer behaviour, expectations, and awareness (Arndt, 1967; Berger, 2014; Day, 1971; Ha, 2004). This is an effective way of repositioning the value chain process of building and sharing information.

2.2. To Electronic Word of Mouth

Due to the emergence and further development of the internet, researchers have driven their attention towards analyzing WOM communication within the virtual environment.

e-WOM has evolved as an extended version of traditional WOM communication, enabled by the proliferation of digital technologies (Filiari & McLeay, 2014; Mishra & Satish, 2016).

In light of this circumstance, multiple e-WOM studies have been produced about numerous conceptualizations for this phenomenon. The most widely used definition of e-WOM is defined as “*any positive or negative statement made by potential, actual, or former customers about a product or company, which is made available to a multitude of people and institutions via the Internet*” (Hennig-Thurau et al., 2004, p.39). This definition, however, has suffered criticism. Xun and Reynolds (2010) argue that it constrains e-WOM as a static conceptualization, thus not exploring the potential of e-WOM dynamic information exchange fuelled by the continuous technological, social, and cultural developments. Additionally, Wang and Rodgers (2010, p.212) endorse that e-WOM valence should not be limited to a favourable and unfavourable connotation since it is “*beyond a simple dichotomy*”. Valence itself can consist of exclusive facts, thus being fundamentally neutral. Rectifying this limitation, Kietzmann and Canhoto (2013) proposed a new definition of e-WOM adding that valence can be neutral as well. Also, e-WOM conceptualization focused on the different settings where it is of disposal. For instance, Goldsmith (2006) argued that it is “*consumption-related communication on the Internet, which can be diffused by many applications such as online forums, electronic bulletin board systems, blogs, review sites, and social networking sites.*” (Goldsmith, 2006, p.410).

e-WOM communication has very specific and differentiating features. For instance, enhanced volume, dispersion, permanency, measurability, the salience of valence, anonymity, and community engagement are considered main e-WOM traits (Ismagilova et al., 2017). Volume relates to the quantity of information within e-WOM. It can either quantify the number of postings or the number of reviews (Mishra & Satish, 2016). It symbolizes the magnitude of how “hot” and popular the good or service is (Li et al., 2017). Indeed, given that e-WOM information is exchanged in a multi-way format due to the Internet, e-WOM volume and scale are unprecedented (Dellarocas, 2003). Previous research on e-WOM volume has verified that volume is favourably related to product sales. As Liu (2006, p.77) refers “*the greater the volume of WOM, the more likely a consumer will be able to hear about a product. Not surprisingly, greater awareness tends to generate greater sales*”.

As regards dispersion, it is important to note the platforms at which e-WOM occurs. Dispersion can be termed as *the extent to which product-related conversations are taking place across a broad range of communities* (Godes & Mayzlin, 2004. p.546). Naturally online platforms' nature may influence the incidence and evolution of e-WOM.

e-WOM permanency is characterized by the long-term availability of e-WOM communication due to its format thus remaining in public repositories for an unlimited period of time (Dellarocas & Narayan, 2011). As for the e-WOM format, it is important to recognize that e-WOM messages may appear in various forms such as text, image, or video. One can say that the Hennig-Thurau et al' definition does not entirely stress different formats of e-WOM, exclusively evoking textual postings with the word "*statement*" (Babić Rosario et al., 2020). Nonetheless, the format of e-WOM has evolved over time. Indeed, earlier e-WOM consisted of text-based only but nowadays individuals can share an online word of mouth with pictures and videos, among others, in almost every type of online platform (Khan et al., 2018). Text-based messages still dominate the e-WOM segment, however, Teng et al.'s (2014) study recognize that e-WOM recipients appreciate detailed online reviews complemented with visual cues. Erkan and Evans (2016) argue that visual content makes e-WOM more enjoyable and appealing. Aligned to this, Khan et. Al (2018) suggest that visual e-WOM is better in assessing the expected outcome of a decision, therefore helping consumers make better and more informed decisions. Notwithstanding, Schweidel and Moe (2014) consider that format types differentially impact e-WOM success and influence. Yan et Al. (2011) have been able to demonstrate how both e-WOM valence and format interact when approaching an information processing circumstance: their study has revealed that when there is favourable e-WOM, individuals give more importance to score ratings as the decision-making component. Conversely, in the presence of unfavourable e-WOM, text-based reviews are a richer component influencing the decision-making process.

In line with the above, e-WOM volume, format, and persistence over time within the websites have made it more measurable and traceable (Godes & Mayzlin, 2004). Indeed, researchers can collect different e-WOM characteristics from online platforms for further analysis (Cheung & Thadani, 2012).

Valence is a parameter used to measure e-WOM and its effect on product performance (Mishra & Satish, 2016). Positivity refers to the strengths of products and services, thus encouraging their adoption, whilst negativity mainly concerns their weaknesses and limitations (Duan et al., 2008). Again, one should take into consideration the neutrality of consumers' opinions as well, characterized for neither having favourable nor unfavourable connotations but exclusively facts

(Wang & Rodgers, 2010). Furthermore, mixed-valence— the presence of both favourable and unfavourable connotations within one opinion should also be noted.

e-WOM anonymity derives from the fact that the internet is a pseudo-anonymous medium (Ku et al., 2012). This means that e-WOM information is of public access, being shared and viewed by anonymous individuals (Huete-Alcocer, 2017). This circumstance imposes some challenges amongst users consisting of whether they should or should not believe in the information provided by other members in opinion-sharing communities (Ziegler & Lausen, 2004). Luo et al. (2013) have argued that such circumstances can adversely impact source credibility. Moreover Shan (2016) highlights that e-WOM users find it challenging to determine whether an e-WOM message is credible or not. One can say that consumers are skeptical of the credibility of the messages posted online by unknown players. For example, consumer reviews can be manipulated by interested parties (C. Dellarocas, 2006). Firms can, indeed, write favourable reviews on their products aiming to create product awareness and higher product perception (Ku et al., 2012). Also they can write unfavourable anonymous comments on their competitors' products and services. Nevertheless, some clues should be considered to better evaluate these and thus, source credibility: rank awarded within the forum proprietors and members and user's profile that compiles detailed information on their previous activities and other recommendations (Luo et al., 2013).

Finally, community engagement is also considered one of the e-WOM characteristics. e-WOM platforms have become a place for consumers with common interests to further discuss and share opinions on products and services, either good or bad. Hence, Web 2.0 tools becomes a space that can easily stimulate affinity amongst participants, hence fostering ties amongst strangers individuals that can be geographically spread (De Valck et al., 2009).

All in all, given the e-WOM characteristics, it is possible to assess the dimensions that are distinctive amongst traditional WOM and e-WOM. These consist of network size, context, privacy, tie strength, anonymity, speed of diffusion, accessibility, permanency, measurability, and volume (Ismagilova et al., 2017).

Online review is one of the terms used across the literature to denote e-WOM. Filieri and McLeay (2014) have labelled it as an electronic version of traditional WOM, consisting of comments on products and services that assist shopping decisions. However, to be labelled as e-WOM it must be narrowed to online consumer reviews exclusively. The reason behind this arises from the type of online reviewers and their inherent credibility: either ordinary consumers, industry experts, or influencers. Indeed, Babić Rosario et Al. (2020) recognize that

adopting the general terminology “online reviews” for experts’ or critics’ reviews might cause some confusion.

Therefore, the essential difference herein lies between industry experts and influencers’ online reviews and consumers’ reviews (e-WOM). The reason behind this relies first and foremost on the credibility of the sources since their reputation has a significant positive effect on source trustworthiness (Shan, 2016). While on one hand, e-WOM communication occurs between anonymous participants, thus leading to a lower level of credibility associated with consumer reviews and a consequently smaller impact on consumers’ purchase decision; on the other, online reviews by experts and influencers exert greater power amongst consumers under their reputation, leading to a more powerful impact regarding information dissemination (Floyd et al., 2014). Thus, we acknowledge that it is reasonable to regard e-WOM information as, exclusively, consumer-generated. As stated by Wang and Rodgers (2010, p.214) “*an important feature of e-WOM is that consumers control and create the marketing communication about a given product or service, to a large extent*”.

With the advancements in Web-based technologies, many global retailers are adopting sophisticated online recommendation systems (ORS) aiming at enhancing general customer experience (Gaitniece, 2017).

Online recommendation agents are a type of ORS, and by implementing business intelligence tools, they aim at *assisting customers in reducing information overload, provide personalized advice to consumers’ needs and support online decision making* (Benbasat & Wang, 2005, p.72). Throughout literature, we often see e-WOM being assessed as ORS (e.g *From the range of eWOM tools, one type is online recommendation systems (ORS)...*” (Gaitniece, 2017. p.128), However these terms are quite different and should not be used interchangeably. In other words, ORS should not be considered as tools of e-WOM nor specific types of e-WOM, since they originate from a marketing initiative in better-assessing consumers’ needs, hence eliminating the human social interaction that occurs during e-WOM communication (Babić Rosario et al., 2020). Nonetheless, e-WOM information is crucial for inferring users’ preferences and should be incorporated in ORS to produce accurate product endorsements (Liu & Yang, 2016).

User-Generated Content and e-WOM are two terms that have been mixed across the literature. Taking this aspect into account, recent research has elaborated on discriminating the similarities and differences between both concepts, thus assessing whether the terms can be exchanged or not. The answer is no (Thi et al., 2020). Even though the concepts share similar features such as information dissemination, potential unknown sender and receiver interactions, and online accessibility and disposal; UGC contains characteristics to which e-WOM cannot extend itself

(Thi et al., 2020). This latter consists of the fact the while UGC entails creative effort from users, meaning personal contribution adding to the existing one; e-WOM information exclusively demands content conveyance by consumers. Additionally, while UGC is broad and independent from commercial purposes referring to any content generated by users, e-WOM is inevitably dependent on consumption experiences (Babić Rosario et al., 2020; Thi et al., 2020). The use and dissemination of information implies this creative and smart co-creation process on an going process basis.

2.3. The overall effect of e-WOM

Although research on the impact of e-WOM is the most widely explored topic within e-WOM literature (Khan et al., 2018), its aftermath is not easily assessed. The literature provides a plethora of studies on the effects of e-WOM that may vary according to research perspective or e-WOM characteristics, thus leading to different and disperse results or even contradictory findings.

As regards research perspective, studies on e-WOM's effect can be classified into either market or individual-level analysis (Lee & Lee, 2009). Within market-level research, the impact of e-WOM is relatable to market parameters, (e.g. price and sales) using an econometric approach and therefore, is quantified as a number (Clemons et al., 2006). When it touches the individual-level analysis, e-WOM's effect is assessed with other linked criteria such consumers' attitudes formation which may or not reflect themselves in purchase intent (Ba & Pavlou, 2002) being measured through the use of surveys. One can argue that existing literature on the impact of e-WOM may be classified as well into two viewpoints: customer-centric or corporate-centric (Li et al., 2017). The first may approach topics of how e-WOM affects consumers' attitudes, purchase intentions, and the decision-making process. The second leads to the research of how e-WOM influences corporate reputation, revenue, and customer equity. The term customer equity is used herein to describe a set of dimensions that together contribute to the construct itself: brand awareness, brand image, brand trust and loyalty, and perceived quality. Research while assessing the impact of e-WOM under the customer perspective may as well lead to findings concerning the corporate level and vice-versa.

In line with the above, some studies have also been developed on how some e-WOM characteristics – mostly volume and valence – may influence marketing outcomes.

So far, no study has elaborated on distinguishing favourable and unfavourable effects of e-WOM. Such circumstance has reinforced the need to develop the following literature review sections sub-divided into favourable and unfavourable effects of e-WOM. Therefore, many articles, whether from the customer or corporate perspective, have been carefully analyzed and identified to extrapolate push and pull factors related to the effect of e-WOM. It is important to mention that although some studies evaluate how e-WOM may impact consumers' decision-purchase process or attitudes, it is not evident whether some of the findings can be considered favourable or unfavourable effects of e-WOM. Findings may exclusively turn out to be facts having a neutral connotation. For example, the study conducted by Park et al. (2011) has revealed that consumers trust opinions shared in online communities by unknown users more than a traditional advertisement. This is called the e-WOM effect. As a result, it becomes capable of controlling consumers' decisions and therefore directly influence online purchase decisions.

Table 1 has been elaborated to guide us throughout the literature review section. While going through each of the articles related to the impact of e-WOM, it becomes necessary to distinguish from which perspective they are being elaborated – customer or corporate, which studies use e-WOM characteristics as moderators to assess e-WOM impact, and finally whether the corresponding findings can be considered favourable or unfavourable effects of e-WOM. After classifying each of the articles according to the abovementioned variables, it becomes possible to dissertate on each of the following subsections – favourable and unfavourable effects – of the literature review. In this way there is a broader range of processes consolidation, with effective impacts and results.

2.3.1. Favourable effects of e-WOM

In the modern publicity world, characterized by large fragmented advertising, e-WOM is considered a powerful advertising tool, that is efficient in sparking product success (Chu & Kim, 2018). Marketers are driving great effort in employing e-WOM to promote products and services, as well as generating brand loyalty. Many companies largely invest in social media marketing aiming to stimulate favourable e-WOM communication and speeding up its propagation (Fogel, 2010).

On a primary stage, it is important to look at the favourable effects of e-WOM on product sales. The studies realized by Godes and Mayzlin (2004), Chevalier and Mayzlin (2006), and Zhu and Zhang (2010) have identified a positive connection among online consumer reviews and

product sales specifically concerning books, movies, and videos games respectively. This is because e-WOM communication has become a crucial source of information to consumers, helping them to make informed decisions about products. Correspondingly, Cui et al.'s (2012) findings suggest that the above is also applicable to new product sales, even though valence and volume metrics individually impact customers' purchases.

The impact of e-WOM on a brand can also be measured. Within this area of analysis, Ho-Dac et al. (2013) have suggested that favourable e-WOM has a stronger effect on weak brands' products, therefore increasing their sales. This circumstance is relevant since it propels brands to shift from weak to stronger and consequently create favourable e-WOM and strengthen brand equity.

Likewise, trust formation is also a favourable effect that results from e-WOM. Trust can be termed as the perception of one party that another party is reliable and will not betray nor lie, thus will perform a particular transaction according to the expectations (Ba & Pavlou, 2002). In consonance with Adler, (2001), trust can improve the effectiveness of the market. Therefore, in its absence markets can fail due to dishonesty and cheating. The trust concept can be extrapolated to a marketing effect labeled 'brand trust' which is acknowledged as a consumer's belief in a specific brand in meeting their expectations and stated function (Delgado-Ballester & Luis Munuera-Alemán, 2001). Brand trust within the online marketplace is fundamental since it reduces risk and uncertainty among consumers (McKnight et al., 2002). Ha (2004) has argued that brand trust is crucial for stimulating customers' loyalty within cyberspace and is a critical pioneer in online shopping behaviour. Equally the author's study has shown that perceived brand trust amongst consumers is influenced by a series of Web characteristics such as security, privacy, brand name, and e-WOM communication. Indeed, through e-WOM, practitioners can spread favourable 'cyberbuzz', hence developing strong brands and increasing solid customer-relationship (McWilliam, 2000). Satisfied consumers are likely to generate favourable e-WOM, brand trust, and consequently brand loyalty. In the same way, Bhuian (2016) has verified that online WOM is favourably linked with consumer online brand trust. Favourable e-WOM strengthens online brand trust, hence managers should constantly engage with web care (Vermeer et al., 2019). On the other hand, Ruparelia et al.'s (2010) findings did not reveal any significant contribution of e-WOM in building brand trust, due to the lack of correlation between favourable e-WOM and brand trust.

Brand loyalty is another e-WOM favourable effect (Khan et al., 2018). It can be defined as the sentiment felt across consumers that feel emotionally attached and loyal towards a particular brand and whose behaviour reflects upon repeated repurchases of that specific brand (Holland

& Baker, 2001). Nowadays, e-WOM's power is widely recognized by marketers within an advertisement's scope to promote products and services and to stimulate brand loyalty (Chu & Kim, 2018). As brand loyalty increases, brand community behaviour increases protecting it against unfavourable e-WOM (Chang et al., 2013). The findings of Severi et al., (2014) have revealed that e-WOM is favourably correlated with the formation of customers' brand loyalty. Equally, Gruen et Al. (2006) also showed that online C2C know-how exchange (specific e-WOM form) had a direct relationship with loyalty intentions. Yet, Setiawaw (2014) has not shown any direct influence of e-WOM on loyalty, thus providing contradictory findings regarding e-WOM impact in building brand loyalty.

Purchase intention is one of the most studied outcomes of e-WOM. Under the virtual environment, customers face high levels of uncertainty when compared to purchase from traditional brick and mortar sites, since product characteristics cannot be assessed physically (S. Ha & Stoel, 2009). Nevertheless, some online factors can be evaluated to better assess the viability of products, hence decreasing perceived risk within the online purchasing process. Park et al. (2007) have demonstrated that both quality and volume of e-WOM have favourable effects on purchase intentions. Furthermore, the author has added that e-WOM's effect depends upon customer type: low involvement consumers are more likely to be affected by volume while high involvement consumers are affected by both quantity and quality of e-WOM. This is in line with Lin et al.'s (2011) findings which also suggest that online reviews' quality has a favourable impact on online purchase intention. The quality evaluation of the outcomes will determine different kinds of measures to put in action.

Value co-creation was a concept firstly developed by Prahalad and Ramaswamy (2004) suggesting that the value inherent to the product/service is not exclusively stimulated by its manufacturer/supplier but indeed, co-created by its manufacturer/supplier jointly with the consumer. Once e-WOM platforms add value to consumers, the latter co-create value by providing information to other consumers, giving feedback on products and services, and creating content for e-WOM platforms themselves through reviews and comments. Simultaneously, firms contribute to value co-creation by responding to consumers' reviews or taking ahead some modifications on products and services as a response to consumers' feedback (Nam et al., 2020). Based on Payne et al.'s (2008) idea that consumers' engagement with a brand stimulates consumers to value co-creation, See-To and Ho's (2014) study was one of the earlier in exploring the impact of e-WOM on value co-creation across SNSs platforms. Through a systematic literature review, results revealed that e-WOM has an impact on value co-creation and consequently value co-creation affects purchase intention (See-To & Ho, 2014).

Correspondingly, Seifert and Kwon's (2019) discovery indicates that e-WOM valence significantly affects consumers' adherence to brand value co-creation. Specifically, individuals tend to have greater levels of brand value co-creation (both in behavioral and attitudinal dimensions) and brand trust when confronted with favourable brand e-WOM. As a result, both brand value co-creation and trust favorably influence purchase intention.

2.3.2 The Unfavourable effect of e-WOM

Consumers may rely on the Internet to express their disappointment and dissatisfaction with their online purchase experience (S. Lee & Cude, 2012). Customers' unfavourable experience can "go viral" and spread at high speed to millions of people due to the internet's characteristics of immediacy, anonymity, long-term availability and global reach hence ruining organizations' reputation (Tripp & Grégoire, 2011).

Unfavourable WOM is far more powerful than favourable WOM (Chevalier & Mayzlin, 2006). According to Yan et al. (2011), unfavourable e-WOM has a greater dispersion rate among potential buyers. This discovery is also integrated within the fact that unfavourable information carries more weight than favourable information across consumers' evaluation and decision-making process (Baumeister et al., 2001). Due to its surprising connotation it further attracts more attention (Xia & Bechwati, 2008), it has higher levels of speed of diffusion (Libai et al., 2013) and is more persuasive and trustworthy (Y. Chen et al., 2011). Nevertheless, Wang et al. (2015) provide contrasting information, suggesting that consumers perceive favourable messages to be more persuasive than unfavourable ones. All of these aspects contribute to the so-called 'negativity bias' that is defined as consumers' susceptibility to share their unfavourable and unsatisfactory experiences rather than favourable ones. Hornik et al.'s (2015) findings are in line with this tendency, suggesting higher dominance of negativity bias in secondary e-WOM. These results indicate that consumers are more sensitive to unfavourable information and are likely to share it across a larger network, for an extended period, and in a more elaborated and assimilated way. Hence, unfavourable e-WOM has the propensity to snowball quicker and derail brand image, value-co creation, and trust, among others.

In line with this, researchers further recognize that online interactions amongst consumers and service providers and websites do not necessarily co-create but, instead, have the potential to co-destruct (Nam et al., 2020). Value co-destruction can be defined as the joint destruction of value by both its manufactures or suppliers and its customers (Echeverri & Skålén, 2011).

The study by Nam et al. (2020) has been conducted to identify which factors contribute to consumers' trust or distrust concerning a review website and, additionally, the way value is created or destroyed within such circumstances. The research was able to identify the factors that indeed lead to distrust of prior existing e-WOM, distrust towards online review platforms, and finally to unfavourable e-WOM –disconfirmation and dissatisfaction, respectively (Nam et al., 2020). Disconfirmation refers to a situation where the product/service performance does not meet consumers' expectations thus contributing to the emergence of dissatisfaction amongst consumers' minds (Oliver, 1980). Indeed, distrust arises from disconfirmation of the previous e-WOM and unfavourable e-WOM results from the dissatisfaction felt among consumers towards the product and service. Value is therefore co-destroyed for customers due to the distrust felt among them; it is destroyed for firms whose reputation is eroded by unfavourable e-WOM, and for online review platform since consumers tend to distrust it as well as its existing e-WOM. Cheung and Lee (2008) study has also demonstrated that if consumers are exposed to a series of unfavourable e-WOM comments, their trust in the product and service provider is lower, thus reducing purchase intention. One can argue, therefore, that unfavourable e-WOM can prompt costly or even irreversible damage.

Consumers' willingness to engage in unfavourable e-WOM is also a negative outcome of e-WOM. Such occurrence has the power to influence consumers' attitudes towards a brand (Wu & Wang, 2011). Brand attitude can be measured through the level of its sub-components: brand trust, brand effect, and consumer purchase intention (Wu & Wang, 2011). Once consumers truly engage in the creation of unfavourable e-WOM, they can impact other online consumers' attitudes and perceptions towards the brand hence becoming a threat to the latter. Accordingly Beneke et al. (2015) have studied consumers' willingness to engage in unfavourable e-WOM within the case of airline passengers in South Africa. Indeed, as the willingness to engage in unfavourable e-WOM increases, brand trust decreases. discouraging potential customers to adhere to it.

The inexistence of satisfied and loyal customers threatens retailers' survival (Anderson & Swaminathan, 2011). Both customer satisfaction and consumer loyalty are favourably correlated. In this sense, Kuo and Nakhata's (2019) research examines how e-WOM before a purchase may impact consumers' satisfaction. Results reveal that e-WOM, apart from impacting purchase decisions and consumers' commitment to spreading e-WOM after purchase, is likely to impact consumer satisfaction, thus helping or harming long-term customer-retailer relationships, whether e-WOM is favourable or unfavourable .

Finally, if favourable e-WOM has the power to generate sales, unfavourable e-WOM can prevent sales. Ho-Dac et al. (2013) have investigated the impact of brand equity and online consumer reviews on sales response within the online selling scope. The study's findings suggest that unfavourable e-WOM does indeed decrease the sales of models of weak brands. However, under the panorama of a strong brand, neither unfavourable e-WOM nor favourable have a significant effect on sales. Such circumstance proves that weak brands lack a compensating advantage that helps them overcome unfavourable statements, thus giving unfavourable information a greater impact (Ho-Dac et al., 2013).

Bearing in mind the above unfavourable e-WOM cannot be ignored and instead has to be properly managed, seeking to improve the efficiency and effectiveness of marketing strategies (Litvin et al., 2008). By recognizing the faults and resolving problems, companies demonstrate a sincere attitude towards consumers while simultaneously earning their trust (Mishra & Satish, 2016).

Table 1- e-WOM impact

(Source: Developed for this study).

Studies	Research Perspective		e-WOM characteristics		e-WOM effects		General Outcomes
	<i>Customer</i>	<i>Corporate</i>	<i>Valence</i>	<i>Volume</i>	<i>Favourable</i>	<i>Unfavourable</i>	
Godes and Mayzlin, (2004)		X			X		Boost Products Sales
Chevalier and Mayzlin, (2006)		X			X		Boost Product Sales
Zhu and Zhang (2010)		X			X		Product Sales
Cui et al. (2012)		X	X	X	X		New Product Sales
Ho-Dac et al. (2013)		X	X		X	X	Product Sales
Ha (2004)		X			X		Brand Trust
Bhuian (2016)		X			X		Brand Trust
Severi et al. (2014)		X			X		Brand Loyalty
Gruen et al. (2006)		X			X		Brand Loyalty
Park et al. (2007)	X	X		X	X		Purchase Intentions
Lin et al. (2011)	X				X		Purchase Intentions

See-To and Ho (2014)	X	X			X		Value co-creation
Seifert and Kwon (2019)	X	X	X	X	X		Value co-creation
Hornik et al. (2015)		X	X			X	Value co-destruction
Nam et al. (2020)		X	X			X	Brand Distrust
Cheung and Lee (2008)		X	X			X	Brand Distrust
Beneke et al. (2015)		X	X			X	Brand Distrust
Kuo and Nakhata (2019)	X		X			X	Customer Dissatisfaction

3. METHODOLOGY

As the title of this study indicates, the methodology adopted to answer the research question consists of a systematic literature review. Such a procedure is considered to be extremely effective in addressing research questions due to its ability to integrate different discoveries and perspectives from many empirical findings (Snyder, 2019). Systematic literature reviews are distinctive from traditional reviews due to the implementation of a transparent, scientific, and replicable process that aims to reduce bias across in-depth literature searches (Snyder, 2019). “Accumulating knowledge from multiple solid prompts a reliable and solid knowledge base” (Tranfield et al., 2003, p.220).

The systematic review protocol adopted by the current research includes six of the eight stages suggested by Uman (2011): (1) Formulate the review question; (2) Define inclusion and exclusion criteria; (3) Develop a search strategy and locate (4) Select studies; (5) Extract data; (6) Analyze and interpret results.

3.1. Formulate the Review Question

Within the current study, the systematic literature review will contribute, first and foremost, to providing an integrated overview of the e-WOM current stage of knowledge (Palmatier et al., 2018). The adoption of a systematic review herein lies to identify specific e-WOM research topics that have been studied over the past ten years. In this sense, the study is guided by the following question:

- *Which specific themes of e-WOM have been studied for the past 10 years?*

3.2. Coding Protocol-Define inclusion and exclusion criteria

To conduct a systematic review, it is critical to elaborate on the inclusion and exclusion criteria by, *a priori*, defining what types of studies to include and exclude for the review: published versus unpublished studies, language boundaries, and so forth. Such a procedure is instrumental to guaranteeing that the final data of studies is suitable for the research.

For the present review, the inclusion criteria attributed to the academic documents consisted of full text, peer-reviewed publications with the keyword “electronic word-of-mouth”, due to

having e-WOM as a central study subject. Furthermore, the list of studies was filtered by selecting English research published in academic journals and conference materials from 2010 until 2020. While on one hand, the academic journals consist of rigorous research, conference papers are considered a good base to relate with peers investigating similar fields. Books were excluded by not being peer-reviewed. Table 2 visually demonstrates the inclusion and exclusion for the present systematic review.

Table 2-Inclusion and Exclusion Criteria for Literature Search

(Source: Developed for this study).

	Include	Exclude
Limited to	Full text, peer-reviewed	NA
Source Types	Academic journals , Conference proceedings	Books
Year of Publication	2010-2020	Before 2010
Language	English	Languages other than English

3.3. Develop search strategy and locate

Adopting the inclusion and exclusion criteria (Table 2), a systematic electronic review was conducted through the Academic Search Complete EBSCO repository. Such an electronic database tool is considered tailored to this study’s purpose as it covers a broad list of peer-reviewed, full-text, academic journals in English. Additionally, it is a database commonly used amongst researchers seeking to elaborate on a systematic literature review. The chosen search term was purposefully broad since the research was designed to be sufficiently comprehensive, consisting of *electronic word of mouth*. On a first step, the study’s focus had to be elaborated on e-WOM as a central subject. Nevertheless, in an attempt to further collect and complement the literature selection, more study subjects were added to the research namely: tourism, tourists, word of mouth advertising, decision making, hotels, online community, social media, virtual communities, web 2.0, hospitality, hotel ratings and rankings, medical tourism, purchase decision, sentiment analysis, tourism marketing, tourism websites, behavioural intention, consumer behaviour, consumers, cross-cultural difference, customer relations, customer services, hospitality industry, online hotel reviews, religious tourism and revisit intention. In this way, we embrace a wide perspective of the social and economic reality in their different

dimensions, contributing to an effective analysis of the interconnected ecosystems we intend to have.

3.4. Select Studies

The selection of studies was done after all studies' titles, key-words, and abstracts were reviewed to ensure their applicability towards this research scope. Consequently, some of the articles were later eliminated due to the lack of pertinency to the current focus as well as those repeated within the database tool. A total of 64 e-WOM articles published between 2010 and 2020 were yielded and later downloaded in a free pdf version. Sixty were scientific articles and four were conference papers.

3.5. Extract data

Having selected the 64 studies to be included in this systematic review, the bibliographic reference, title, abstract, and keywords of each document were copied and pasted on an Excel Spreadsheet. The bibliographic reference and title are both imperative for identification purposes; the keywords allow us to better assess the main topics explored within the papers, and the abstract provides a general overview of the article. The Excel document was then uploaded to Leximancer tool for text mining. The use of Leximancer Software has been inspired by Rodrigues et al.'s (2019) methodology whose research consisted of an attempt to establish a common definition of the electronic learning concept and its components. It is a software tool designed specifically for text-analysis data, independent of its language, and consequently assesses main concepts in each document. To do so, it uses pre-determined statistic algorithms to further analyze text and visually presents results in the form of a concept map, network clouds, and concept thesauruses. The software can extract semantic meaning and relational information by searching, adding, removing, and merging terms (Sotiriadou et al., 2014).

It is considered software that is fairly unbiased since it does not require manual or researcher intervention. However, it could be criticized due to its capacity to provide relational data and maps thus suppressing researchers' interpretation competence, considered crucial for qualitative research success. For text mining purposes, the abstracts included in the Excel Spreadsheet were imported to Leximancer due to their lexical density, a greater focus on studies purposes', encompassing core concepts and themes, and an overview of research results.

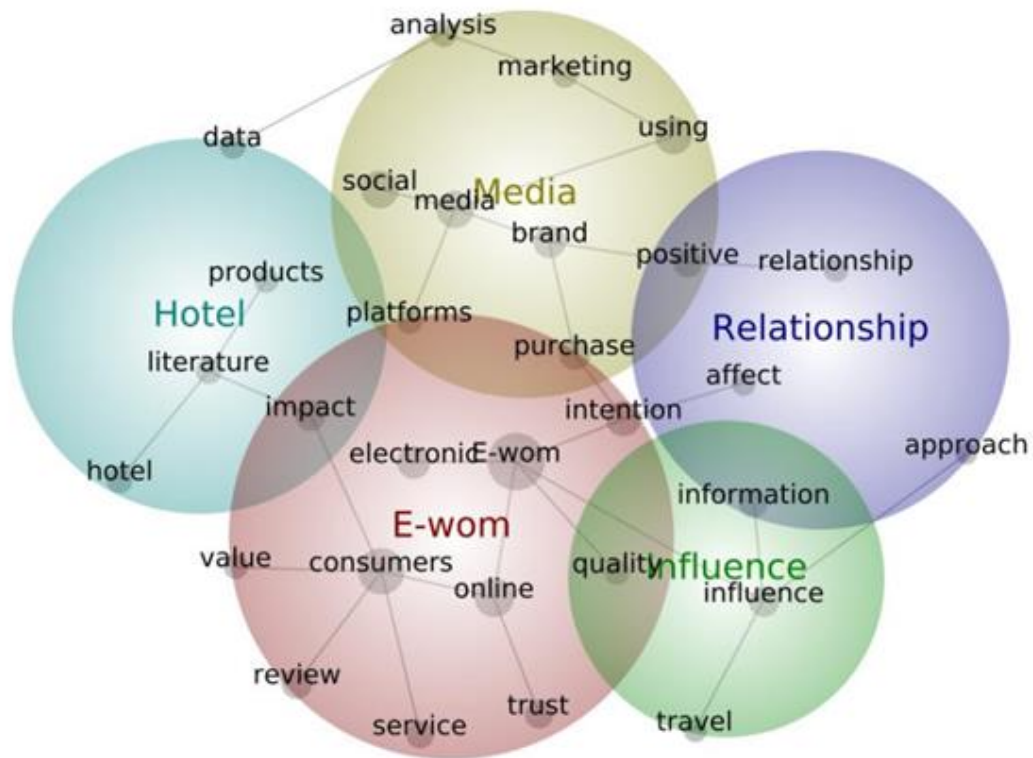


Figure 1- Systematic review: concept map.

3.6. Analyze and Interpret results

Results provided by the Leximancer tool are visually and sufficiently objective to help us demystify the numerous articles and consequently key topics within the articles of the Systematic Literature Review. The concept map generated by Leximancer provides us with very insightful information by displaying a set of themes that cover multiple topics investigated throughout the selected papers. A theme itself corresponds to a cluster of concepts characterized by their commonality in the text.

A total of 5 themes (displayed as coloured bands in the conceptual map) were generated by Leximancer (Figure 1), heat-mapped per their importance: the most significant theme is coloured red, and the colours proceed according to the palette, with the least important being coloured purple. Furthermore, the different themes are composed of a constellation of concepts hence disclosing a relationship between each of the themes and the multiple concepts displayed within the same bubble.

By importance the themes rank by E-wom (257 Hits) with related concepts E-wom, consumers, online, intention, electronic, review, impact, trust, service and value; Media (179 Hits)

composed by media, social, using, brand, purchase, positive, analysis, marketing, platforms; Influence (96 Hits) including influence, information, quality, travel; Hotel (75 Hits) with hotel, literature, data, products; and Relationship (46 Hits) with relationship, affect, approach. Each of the themes does not straightforwardly represent single topics of one specific paper, but instead it specifies how concepts cluster together across the data source, based on the topics selected by the authors. Also, we note that Leximancer generated a total of 30 e-WOM concepts which are presented by relevance in appendix 1. Concepts' relevance is determined by the percentage frequency of text segments, which are coded with that concept, relating to the percentage of the most frequent concept in the list.

4. DISCUSSION

The purpose of this section is, first and foremost, to analyze and consequently discuss the main results obtained through the systematic review, always keeping in mind the current study's scope. This research focuses on the content and textual analysis of 64 scientific papers with different research perspectives on e-WOM, published between 2010 and 2020. The codification of articles through Leximancer identified five dimensions which, we further named them as Contents and elements of "e-WOM"; The role of social "Media"; The e-WOM "influence"; e-WOM in hospitality and "Hotels"; and e-WOM and its positive "Relationship".

Content and elements of "e-WOM"

Based on figure 1, it was found that e-WOM is the dimension that shows greater connection and significance. Overall e-WOM appears as (1.) a dynamic phenomenon in which "consumers" either provide opinions related to the experience they have had with products and services; seek for information and advice to assist purchase decisions; or even share and transmit experiences other consumers have gone through. Services intangibility and their inherent impossibility of evaluation in a pre-purchase phase have reinforced the need for consumers to rely on WOM, thus the presence of the concept of "service" within the e-WOM theme. The type of e-WOM information varies in format however, in our data source, studies have given greater emphasize to online consumer's "review"-s. Additionally, (2.) such interaction occurs in an "online" environment – Internet – across different electronic platforms. (3.) Due to the cyberspace, there may occur "trust" -worthiness issues that individuals have in e-WOM. (5.) Finally, e-WOM communication holds informational "value" over and above traditional advertising, thereby "impact"-ing individuals' attitudes and consequent behavioural "intention"-s.

Consumers are at the centre of e-WOM communication. The Internet and Web 2.0 aligned with the rising complexity of products and services has reinforced the need and consequent proactive consumer's behaviour in promoting, reading or even sharing information. In this sense, literature on e-WOM communication has placed great emphasize in understanding main determinants on consumers' antecedents and motivations for engaging in e-WOM.

Satisfaction, trust, loyalty and commitment were identified as major elements pertaining to e-WOM antecedents across literature. Setyaning and Nugroho (2020) study proved that there is a positive relationship between these elements and favourable e-WOM engagement intentions.

This relationship meets with that proposed by Amron (2017) which defends that as consumers become more satisfied with the product and service experienced, the greater the propensity to share e-WOM to other prospective buyers. Also, consumers' e-satisfaction along their overall online shopping experience is likely to impact behavioural intentions thereby fostering e-WOM (Duarte et al., 2018). Ding and Lii (2016) in the context of online games, showed that overall positive perceptions towards online their service recovery, exerted a favourable effect on trust and satisfaction which in turn encouraged positive e-WOM on consumers' services experiences and service usage continuity. Choi et Al. (2019) have identified a favourable relationship between CSR and e-WOM intentions as well: if companies aggregate additional information on corporate social activities and potential social and environmental impacts of their services and products, they are likely to increase overall perceived e-service quality and motivate e-WOM amongst consumers. For instance, Tran et al. (2012) showed that microblogging postings may negatively influence consumers' perceptions towards overall e-tailers servicescapes; however website characteristics such as usability, financial security, customization, and entertainment positively affect consumers' trust which in turn boosts retail patronage and propensity to engage in e-WOM. Santika et al. (2020) study added that customers' satisfaction is associated to the effect of e-WOM on e-loyalty in an online marketplace.

Kaur and Kesharwani (2018) developed a systematic literature review with the purpose of identifying main motivations for consumers' engagement in e-WOM. For instance, emotional factors, self-presentation and social involvement were identified as key determinants. Also, consumers are considered, either as writers moved by the desire to share valuable information relatable to the experience they have had with a specific product or service; or readers moved by the need to find information associated with their purchase, thus reducing uncertainty and risk. Adding to this, Parolin and Boeing (2019) point out that social benefits defined by the desire to belong to a group or community, together with emotions relating to the expression of frustrations, minimizing anxiety about a negative experience, or share joy and consumption experiences motivate online consumers' comments. e-WOM participants can also be considered as e-WOM "distributors" by adopting an opinion pass-on behaviour where the distributor of the e-WOM message is not necessarily its creator. Under this scenario, Sozer (2019) evaluated the effect of message valence on e-WOM spread mediated by perceived risk and uncertainty avoidance. The authors' findings suggest that valence has an effect on e-WOM spread by showing that positive e-WOM messages lead to a favourable intention to share the message with other consumers when compared to negative ones. Nonetheless this relationship becomes negative, in the presence of perceived risk. This negative effect stabilizes when

uncertainty avoidance moderates the relationship amongst e-WOM message and perceived risk. As the virtual environment enables dynamic information exchanges, e-WOM users can take on the multiple roles of opinion giver, seeker and transmitter (S. Chu et al., 2011).

Assessing the role played by different platforms in e-WOM is another content addressed in our data source, specifically pertaining to the environment element at which e-WOM runs. For instance, a growing interest on evaluating the impact of social media on e-WOM is notable amongst the selected papers. This specific content will be further discussed in the following section.

The online environment itself carries with it great opportunities for e-WOM, namely speed, scope and reach of e-WOM messages. On the other hand it presents some challenges, such as trustworthiness issues concerning the disseminator, receiver and information channel (Liao & Yang, 2012). To this concern, articles within the data source have specifically addressed “which specific elements of e-WOM communication foster credibility amongst consumers, and in turn affect e-WOM persuasiveness will be individually assessed in “The e-WOM influence” section. Finally, at the individual level, e-WOM is a process of personal influence capable of altering consumers’ attitudes and purchase behaviour. Authors have explored the relationship of e-WOM communication and consumer behaviour related to decisions across purchase, repurchase, travel and revisit intentions. The perceived value of e-WOM has significant impact on purchase intention (Liao & Yang, 2012). Thereby if perceived as valuable, e-WOM communication changes consumers attitudes towards a product, service or brand thereby encouraging consumers’ purchase intention as well as online repurchase intention. However, one can argue that viral advertising has far more power on buying intentions than e-WOM (Sawaftah et al., 2020).

Having assessed the main contents and elements of e-WOM, we propose the following:

P1: Future research could assess if the identified elements and contents of e-WOM concur when adopting other types of ACA software tools. By doing so, it would be possible to test their transversality across e-WOM research, and in case not, identifying other emergent topics.

The role of social “Media”

Throughout the years, studies have disclosed a great interest in the influence and relationship of social media platforms that host e-WOM in understanding how such internet-based applications may influence e-WOM credibility and consequently its adoption and dissemination. Also in exploring how social media marketing campaigns prompt e-WOM thus influencing consumers' purchase intentions and in underlying main motives for consumers to share e-WOM in social media platforms. This is in line with the findings of Verma and Yadav (2021) suggesting social media became the basic theme of e-WOM studies.

According to Kudeshia and Kumar (2017) social media can be categorized into three classes that vary with purpose: network-oriented social media includes the exchange of personal information between acquaintances (family, friends and colleagues) on YouTube and Facebook; collaboration-based social media contributing to the exchange of impersonal information at blogs, wikis, webinars or forums; and entertainment-based media tailored to users that seek for diversion and interaction along digital games and online contexts.

Social media has particular characteristics that indeed have brought a new aspect to e-WOM: apart from allowing continuing contact amongst users, it enables individuals to communicate and interact with their existing networks thus improving the perceived credibility of e-WOM communications leading to information adoption. Furthermore, social media platforms enable information dissemination allowing consumers to spread e-WOM faster than ever before. Seo et al. (2020) study findings suggest that the personality (neuroticism, extroversion, openness, agreeableness, conscientiousness) and informational (quantity, reliability, quality) characteristics from social media usage are associated with a more active role of e-WOM. It is the platform that allows larger reach to a younger generation of consumers (Balakrishnan et al., 2014) which in turn have greater e-WOM referral intention when compared to Generation X or Baby Boomers (Bento et al., 2018).

To assess the importance of social media in e-WOM communication, Bartosik-Purgat (2018) focused on two specific customer journey stages: pre-purchase and post-consumption. The author's findings suggest e-WOM communication in social media plays a major role in a pre-phase of purchase, assisting consumers when seeking information and advice on products and services. Furthermore, it is a platform that allows opinion makers and other individuals to engage in e-WOM communication that in turn has a significant impact on consumers' purchase decisions and e-loyalty (Balakrishnan et al., 2014; Ferrão & Alturas, 2018). In the tourism sector, social media enables tourists to post and share travel experiences, reviews, and opinions

which soon become a valuable pool of information and rating for former or potential travellers (Živković et al., 2014).

Social media has become the primary focus of organizations' marketing activities (Borges-Tiago et al., 2019). Viral marketing is linked to word-of-mouth through electronic media. Furthermore, "Brand"-s "using" "social" "media" "marketing" activities to promote their product and brand (Balakrishnan et al., 2014) may prompt e-WOM. The act of consumers sharing, liking, and commenting advertisements is part of the e-WOM phenomenon (Babić Rosario et al., 2020). Naturally, social media marketing activities (SMMA) have a significant influence on brand equity which in turn have a favourable influence on e-WOM and consequently on purchase intention. (Aji et al., 2020; Poturak & Softic, 2019). The previous point is also supported by Seo et Al. (2020) that showed that e-WOM communication within social media, mediated by trust, has a significant impact on brand equity hence affecting purchase intentions. Social media, as a communication platform, has also been evaluated in service recovery circumstances (Kim & Tang, 2016; Mhlanga & Siyongwana, 2018). Service recovery is defined as the process by which a company solves a problem from a dissatisfied customer. Since social media reflects consumers' reactions towards service recovery efforts (either favourable or unfavourable), managers should rely on this specific electronic platform media to further trace favourable and unfavourable e-WOM. By doing so, they can identify the strengths and weaknesses within the service recovery process and identify opportunities to change the experience from unfavourable to favourable (Kim & Tang, 2016). Social media seems a very favourable and efficient tool to do so since it encourages favourable e-WOM by fostering a healthy and strong business-customer relationship (Mhlanga & Siyongwana, 2018). Authors have assessed which factors may foster e-WOM sharing (participation) within social media platforms. Choi et Al. (2017) identified that individuals' social ties, perceptions of temporal distance, and concreteness of promotional messages can persuade consumers to share e-WOM communication across social media platforms. Furthermore, individuals' level of emotions may as well influence e-WOM publishing within social media (Kim & Tang, 2016; Yan et al., 2018). Consumers with favourable emotions are likely to spread favourable e-WOM on social media, whereas customers who have perceived unfavourable emotions are more willing to post unfavourable e-WOM (Kim & Tang, 2016). Additionally, Yan et Al. (2018) study findings suggest that tourists with favourable emotions will more likely share their experiences on social media while travellers with unfavourable emotions will opt for integrated tourism websites.

Taking the above into consideration we propose:

P2: Future research could further develop on the interconnectivity and latest developments of social media platforms (e.g video based; photo-based) that hold alternative e-WOM content sharing (temporaty; lives; filters), and how do these influence e-WOM creation and consumer behaviour.

The e-WOM “influence”

The e-WOM “influence” – persuasiveness – topic has received much attention in the data source. We note that the different papers mainly focused on the credibility linked to e-WOM information persuasiveness. Credibility is defined as the extent to which e-WOM communication is perceived as reliable (Abalaesei & Sandu, 2015). For instance, the environment in which e-WOM runs –online– surely defies the persuasiveness of e-WOM communication. Research has so far explored which specific elements of e-WOM – source, message and recipient – affect the overall feasibility and persuasion of the e-WOM.

Zohora et Al. (2014) study confirms that e-WOM credibility highly depends on specific characteristics of the information **source**. Amongst the different studies, source trustworthiness, interpersonal connections and type of platform were identified as critical source aspects that influence the credibility of e-WOM communication. Once the source of information is perceived as highly reliable, e-WOM information is more influential confirming the idea that credible sources are more persuasive than less credible ones (López & Sicilia, 2014). Additionally, interpersonal connections are determinant to consumers when analyzing the information offered through e-WOM (Abalaesei & Sandu, 2015). Also, Lee and Hong (2019) showed that the process of persuasiveness of e-WOM is highly dependent on the Website where e-WOM reviews are available. In the virtual environment, consumers are likely to interact with Websites and information itself, rather than with individuals. Thus, from the practical point of view, enhancing its reputation, raising website awareness, and granting its information quality is crucial to escalating e-WOM trustworthiness perceived by consumers, and consequently e-WOM adoption. Also, it was found the consumers trust towards specific reviewer and review also contribute to review adoption.

The e-WOM **message** is another critical factor deciding on the viability and persuasiveness’ of e-WOM communication. Factors such as message volume, quality, valence, and length were considered as predictors of credibility felt over the e-WOM information by consumers. To this

extent, Zohora et al. (2014) showed that the amount of information consumers receive – volume– predicts e-WOM acceptance. Nevertheless, Liao and Yang (2012) considered that favourable e-WOM quantity is not necessarily the higher the better, but instead, its credibility and consequent adoption depend upon the message quality further characterized by its authenticity. Also, Rahman and Mannan (2018, p. 413) showed that the “*presence of both negative and positive information provides online consumers a critical understanding that helps them to evaluate product propel better*”. Furner et Al. (2016) have explored how message length impacts overall e-WOM credibility and trust formation amongst consumers. The study revealed that moderate information overload amongst online consumer reviews is the most effective at fostering trust, hence its credibility; conversely, information deficit is worse off than too much information. This is important for Website proprietors to prioritize above all consumers’ reviews with moderate length, through highlighting or restricting them by using word count limits. By doing so, they can facilitate consumers' inference of qualifiable and objective e-WOM. e-WOM message format such as images is also considered a potential factor affecting the credibility of e-WOM communications. Oliveira and Casais (2019) in the context of restaurant selection, have showed the importance of user-generated photos in website reviews in facilitating e-WOM influence. This finding is aligned to that of Yoon (2012) also suggesting that e-WOM messages are more effective when the presentation of arguments is done with images and text. Receivers’ demographic characteristics may dictate as well e-WOM message influence. Liu et al. (2017) by investigating the role of e-WOM in alleviating the feeling of distrust consumers have towards online services providers, showed that while male consumers only take into consideration opinionated reviews, numerical rating are better at helping female consumers.

Finally **receivers’** characteristics such as level of involvement, prior knowledge, and cultural aspects can affect the credibility of e-WOM communications. For instance, the extent to which customers involve in a certain product or service and their experience, predicts e-WOM persuasiveness (Yoon 2012). The higher the involvement towards products and services the more likely to adopt e-WOM. Furthermore, consumers’ overall prior expertise and knowledge also affect e-WOM credibility (Zohora et al., 2014). Cultural influence is highlighted across Dogruel and Xiaoming (2016) study’ that determined different e-WOM preferences and information processing models amongst individuals from different nationalities. While Americans prefer aggregate e-WOM (information quantity), implying a heuristic information processing in movie selection, Singaporean and German individuals favour individual e-WOM suggesting systematic information processing driven by information quality criteria.

Bearing in mind that e-WOM persuasiveness is influenced by specific e-WOM source, message and receivers' characteristics, we propose:

P3: Future research should assess the interplay and significance of the elements, thus identifying which e-WOM element exerts greater prevalence on e-WOM persuasiveness.

e-WOM in hospitality and “Hotels”

The selected literature demonstrates a rising tendency towards the subject of e-WOM in experience dominated services such as hotels, hospitality and tourism. From the literature analysis we identified five major contents related to this matter: (1.) motivations for engaging in e-WOM; (2.) impact of e-WOM on travellers' decision-making behaviour; (3.) impact on hotel performance; and (4.) analytics of “big data” of e-WOM. In general these themes corroborate with those proposed by Bore et al.'s (2017) systematic literature review concerning e-WOM in the hotel industry.

The emergence of Web 2.0 has undoubtedly affected tourism information sources and online assessments have become a very useful information travel resource. Aarsal et Al. (2010) have recognized that one of the main reasons for travellers engaging in e-WOM derives from the need of complementing different sources of information throughout the travelling planning and decisionmaking. Thus, even though tourists purchasing decisions are heavily influenced by acquaintances and relatives' WOM, e-WOM usefulness and helpfulness should definitely not be overlooked since it adds valuable and complementary consumption-related information to other potential customers or consumers in general (Hernández-Méndez et al., 2013). Duffy (2015) also showed that although friends WOM possessed greater levels of credibility, e-WOM is very useful when travellers seek for greater certainty in hotel choice, when the hotel assessed is for a special person or occasion, and to stimulate empowerment feelings. Indeed, both information sources go hand in hand since consumers can compare them and, relying on their competencies, integrate the information provided by each of them, hence reaching a conclusion over which they feel they have had control. According to, Živković et al. (2014, p.758) “*when a tourist is making the final decision on destination choice, the most important information comes from online interpersonal influence - online word of mouth (e-WOM)*”. Besides these motivators, literature also brings light into the main reasons for travellers' writing of e-WOM.

For example, San-Martín et al. (2020) showed that the individuals' values such as tourism anxiety, risk and experience positively affect e-WOM writing behaviour.

The power of e-WOM on consumers' purchase decision and attitudes in the hospitality industry and the impact on hotel performance is another theme pertaining to e-WOM literature. Rizky et al. (2017) tested the model of e-WOM, destination image, attitude toward Destination through the Generalized Structured Component Analysis methodology. Results reveal that individuals' interaction on social platforms – Instagram – favourably impacts destination image, attitude towards a destination and travel intention. Therefore influencing travel intention. Similarly, Abubakar (2016) showed a favourable and significant relationship of e-WOM on travel intention and destination trust. Furthermore, Saodin and Suharyono (2019) sought to evaluate the factors that contribute to the consumers' repeated reservations in three-star hotels website in Lampung. By taking ahead an explanatory research on the variables of e-satisfaction, e-trust, e-WOM, and online repurchase intention, the findings suggest a significant effect of e-WOM on services repurchase. This means that as consumers become more satisfied with hotels services, the likelihood to recommend it and re-book them increases. Although Prayogo and Kusumawardhani (2016) findings suggest a positive relationship of e-WOM on revisit intention, Iriobe and Abiola-Oke (2019) when studying the impact of e-WOM on consumers' revisiting intention to religious site, found no significant relationship arguing that previous consumers' experience is more effective in influencing their revisit intention than e-WOM itself.

The study conducted by Raguseo and Vitari (2017) offers insights on how both e-WOM volume and valence influences the financial performance of branded vs. non-branded hotel chains. For instance, authors conclude that while on one hand online review volume and valence affect non-branded hotel performance; on the other they do not see any relationship amongst the variables and branded hotel chains. This means that hotel brands' play a major role in determining whether the online content may enhance or not their financial advantage. Furthermore, Kościółek (2017) identified a correlation between e-WOM and hospitality pricing: price levels determined for high and low seasons are correlated with ratings for comfort and location.

In the hospitality sector, we also remark an increasing tendency towards using big data analytics for e-WOM. Mhlanga and Siyongwana, (2018) used e-WOM comments of hotels to measure customer satisfaction and showed that the extent to which a promised service is performed consistently and accurately, significantly influences consumer satisfaction in hotels. By collecting hotel reviews form TripAdvisor.com, Hu and Chen (2016) pointed three elements that impact their helpfulness, trustworthiness and potential adoption: counting days since a

review was published; days since a review has remained in the landing page; and number of reviews with the same score at time the review was published.

As we notice that published papers of e-WOM on hospitality and hotels are increasing we propose that:

P4: Future research could execute a longitudinal study on e-WOM in hospitality aiming at analysing if findings differ over time and, if yes, identifying the differences' nature.

e-WOM and its positive “Relationship”

Understanding the impact of e-WOM on consumers and companies is of mere importance. Through diverse “approach”-es, the selected data, sought to explore the existence of a “positive” “relationship” of e-WOM “affect” -ting consumers' attitudes and purchase intention as well as companies' performance.

According to the Theory of Reasoned Action (TRA), attitude and subjective norms predict behavioural intentions, the antecedents of individuals' actual behaviour (Fishbein & Ajzen, 1977). Researchers have found a positive relationship between e-WOM and consumers' attitudes towards products and brands which in turn can affect purchase intention.

Again, e-WOM credibility is an aspect affecting consumers' attitude. Subana and Kerti (2019) investigated the impact of e-WOM and e-WOM credibility on consumers' purchase decision moderated by purchase intention. Using exploratory methods, they found that e-WOM and e-WOM credibility have a positive and significant influence on buying intentions for restaurant customers in Bali. Also, Liao and Yang (2012) study by discussing how credibility affect customers' purchase decision through individuals' perceived risk and perceived value, demonstrated that consumers' attitude and buying intention is positively influenced by e-WOM credibility. Hardjono et al. (2020) using descriptive statistical methods – correlational and multiple regression – investigated the effect of e-WOM components (intra-personal ties, homophile and credibility) on consumers buying decisions through mediating consumers preferences. Results showed that e-WOM source credibility is a reference to consumers when buying gadgets. e-WOM valence may also affects consumers attitudes.

Other studies also assessed the impact of e-WOM on consumers' attitude towards brands. Priyanthi and Kerti (2020) assessed the role of brand image mediating the impact of e-WOM on students buying intentions at Triton Tutoring Institute. They found that higher level of

favourable e-WOM results both in greater perceived brand image and intention to follow Triton Tutoring. Also, Sun et al. (2019) when examining the relationship amongst e-WOM, consumer ethnocentrism (CE) and brand equity showed that positive (negative) messages increases (decreases) CE towards domestic brands while decreasing (increasing) CE towards foreign brands. Additionally, they show the existence of a relationship of both negative and positive e-WOM on brand equity.

Balakrishnan et al. (2014) study showed that e-WOM and online communities in organizational websites and social media platforms, are effective in prompting consumers' brand loyalty and consequent product purchase intention. In a similar way, Poturak and Softic (2019), by conducting an empirical study, found that social media communication generated by firms and users (likes, shares, comments, brand posts) enhances consumers' attitudes towards brand equity which in turn prompts e-WOM creation. The e-WOM itself highly impacts individuals' purchase intention. Moreover, Aji et al. (2020) study findings corroborate with those of Poturak and Softic confirming again, in the context of SMMA, a positive relationship of brand equity on e-WOM which maintained a positive relationship towards influencing customers' purchase intention.

Although already analysed in the previous topic, e-WOM communication also has a significant impact travellers' attitudes and consequently on intention to travel, destination choice, and revisit intentions and these assumptions should also be compiled in e-WOM positive relationship.

The impact of e-WOM can be moderated as well by website characteristics. Sugandini et al. (2020) showed that web-site quality and e-WOM can influence users' consumers' intention of using an android-based application for online shopping. Also, Wang (2011) examined the effect of e-WOM mediated by website characteristics in the gastronomy industry. The author findings suggest that blogs participants perceptions of Website's experience appeal, empathy, images, and guides together with social and cybercommunity influence, were critical components impacting online readers' intention to taste.

The e-WOM impact on companies results in sales. Empirical assessments consider e-WOM impact on enhancing brands' market share when these face great levels of online competition (Jiang et al., 2016); boosting consumers' expenditures on a macro-level thereby resulting in higher sales (Yamaguchi et al., 2018); the offer daily deals to consumers (Bai et al., 2017); and hotel financial performance (Raguseo & Vitari, 2017).

All in all, understanding the relationship amongst e-WOM, consumers and organizations is essential. Research has clearly given emphasize to this dimension aiming at building

progressive knowledge and better assessing consumers behaviour. When identifying main possible outcomes of e-WOM, marketers are able to develop strategies that better monitor overall consumer behaviour simultaneously influencing their purchase decisions thereby boosting sales.

Having developed on e-WOM and its positive relationship theme we further propose:

P5: Future research should specifically assess how technological advancements in the marketplace (e.g. artificial intelligence) will affect e-WOM phenomenon and in turn consumers' response behaviours and organizational performance.

In appendix 2, we provide a table, aiming at assisting readers in obtaining an overall and transparent assessment of the articles used in the current systematic review, understanding their applicability contexts and related contents with the themes.

5. CONCLUSION

Throughout this section we aim at providing an overall conclusion for the current study, by answering the research question that guided this research. In light of main findings, theoretical and practical contributions are underlined.

5.1. Main Conclusion

The current dissertation has given considerable emphasis towards the phenomenon of e-WOM. The shift from WOM communication to e-WOM has been enabled by internet progress. In the modern age consumers have the chance to disseminate and access information on products, services and brands anytime, anywhere. e-WOM speed of diffusion, permanency, reach and popularity is undoubtedly a focus of interest for both academics and practitioners worldwide. For this reason, literature on e-WOM has been growing very rapidly in the past decade. However, as multi-faceted research topic, contingent to technological, social, and cultural developments, the scope of published literature is large and fragmented thus hindering the consolidation of findings, which in turn affects future research. Given this, previous researchers have attempted to take ahead systematic reviews aiming at integrating past literature findings and thereby identifying central issues to a field. However, the traditional methodological processes adopted for literature synthesis are unable to take advantage of big literature due to human limitation in cognition and time.

In light of this circumstance and fuelled by this methodological gap, this study attempted to map relevant themes and concepts in e-WOM focused research, by selecting 64 papers indexed in Academic Search Complete EBSCO repository in a period of ten years (from 2010 to 2020), adopting Leximancer as a methodological tool to execute automated content and textual analysis. Findings endorse e-WOM the relation it with other themes such as “media”, “influence”, “hotel” and “relationship”. Answering our research question we conclude that the key areas of literature included themes such as:

- 1) Antecedents and motivations for e-WOM
- 2) The role played by social media platforms in e-WOM
- 3) The identification of e-WOM message, source and receiver elements that foster e-WOM credibility which in turn determines e-WOM influence
- 4) The presence of e-WOM in experience dominated services such as hotels, hospitality and tourism

- 5) And the relationship of e-WOM communication with consumers' behaviour and business performance

The fact that the themes aroused as a result of ACA generated by Leximancer tool, did not suppress the need of human interpretation. To develop the discussion of each theme, we analyzed and consequently identified explicit examples contained in the selected literature corresponding to them. The identification e-WOM adjacent topics phenomenon carries with it significant importance both for researchers and business marketers. While on one hand researchers identify main cognitive elements pertaining to consumers' engagement in e-WOM and affecting overall attitudes; on the other marketers use and consider these cues to develop and consequently maximize their current activities and strategies.

We may in this sense conclude that in a smart and competitive economy the capacity of maintaining a process of information and knowledge sharing on a collaborative and participative basis will determine the capital of trust that consumers will have in the process. This is a process that implies a permanent evaluation of the system – with a stronger focus on an open innovation agenda it will be possible to improve more value with more strategic positive impacts for the future.

5.2. Theoretical Contribution

The current study carries with it valuable and significant contribution to theory.

Firstly, it clears e-WOM research by enlightening it with main themes and concepts related to e-WOM representing the major *foci* of the literature for the past ten years.

Secondly, it acts as a future guideline for research. Given the five themes that emerged from the lexical analysis, we developed possible research propositions for each in view of progressive knowledge building. This is, when discussing the current state of knowledge inherent to each theme, we were able to identify main areas and gaps that call for future research.

Furthermore, the generated concept map should not limit it itself to a “visual” output. Instead, the concept map illustrates a conceptual e-WOM model that besides identifying central concepts and the frequency in which they are assessed throughout research, it quantifies the associations amongst them thereby showing how and in what context a concept is being assessed. Finally, this thesis combines an overall reflection on the state-of-the-art of e-WOM research

5.3. Practical Contribution

The value extracted from e-WOM communications assists marketers and business managers to better adapt their services and products in many different ways.

In view of assessing the major antecedents and motivations to engage in e-WOM, practitioners become familiarized with an overall pattern state of emotions and motivations that foster engagement. This circumstance allows the creation and development of a customized environment, targeting these specific motivations with the aim of stimulating favourable e-WOM intentions. For example, inviting consumers to answer others' questions relating to a product they have bought (Q&A) not only helps them to find more suitable information but appeals to social involvement feelings. Further, assessing the role of social media platforms enlightens practitioners on the importance of creating tailored content to users' needs, values and lifestyle when considering using social media across marketing activities.

Examining source, message and receiver characteristics toward the persuasion of e-WOM introduces guidelines to practitioners in how to design and outperform online services. For instance, if the source of information defies its credibility, users should be given cues to assess the specific background of source of information (e.g. authors name; other written reviews; reviewing classification etc.); if visual and text-length factors are pertinent to consumers when evaluating products and services, website developers should provide a specific tool to include images as well as using characters restrictions. Finally, if receivers' cultural aspects also influence e-WOM adoption, business managers should tailor their web care strategies to those specific differences (e.g. adapting language; valence; volume; visual elements).

Knowing that unfavourable e-WOM is subjective to the negativity bias, and that the e-WOM platforms nature may dictate its incidence and evolution, organizations need to prioritize and adapt response strategies accordingly for sustaining and improving business. Prioritization is important here, meaning that focus is not exclusive to negative e-WOM. As a matter of fact, positive and neutral e-WOM are worthy of a response as well since they all affect purchase intentions and consumers' brand perception. Web care is crucial in managing customer relationship with the firm. Thereby, firms should definitely track and react towards relevant e-WOM in order to restore, extend, and maintain a brand's reputation. Customer experience will be a key factor to sustain the strategic resilience of the commercial networks undertaken.

Specifically addressing e-WOM researchers, the use and presentation of Leximancer methodological tool to synthesize high research' volumes is per se a practical contribution.

6. LIMITATIONS AND FUTURE RESEARCH

The end of this study is determined by the reflection and consequent identification of main research limitations and future research suggestions.

We are aware that this study is not without limitations. Firstly, we recognize that to proceed with the pool of studies, we only used one type of online repository –Academic Search Complete EBSCO. Even though it is widely used for systematic reviews due to its high collection of peer-reviewed full text papers, it does not cover the entire literature of a single topic. Due to this circumstance, other relevant e-WOM articles may have been left behind, and had they been included, the results might have been different.

Secondly, as a limitation of this study it must be stated that our pool of studies was restricted to the timeframe of 2010 to 2020 resulting in a manageable number of articles for analysis, but to the exclusion of some quality research outside of this period.

Aligned to this matter we recognize that the studies amongst the data source are not always in the best qualified and classified journals. However, the criteria for selecting studies were predetermined in review protocol to mitigate potential biases of this systematic review.

Future research could replicate this study by using more databases (e.g. Google Scholar, ABI-Inform, etc.) in order to obtain a broader base of studies, thus understanding whether the current themes are indeed representative of e-WOM research. Also, future research should consider the continuous adoption of other automated content analysis tools for qualitative approaches in order to expand and strengthen e-WOM research.

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APPENDICES

Appendix 1- e-WOM concepts

(Source: Developed for this study)

Concept	Relevance percentage (%)
E-wom	100
consumers	69
online	51
using	47
media	37
social	37
intention	30
electronic	29
review	27
influence	27
impact	26
brand	25
information	24
purchase	20
trust	20
positive	20
service	19
hotel	19
analysis	19
data	17
literature	13
marketing	13
relationship	12
value	12
platforms	11
quality	11
travel	10
affect	9
products	8
approach	8

Appendix 2- e-WOM themes and corresponding authors

(Source: Developed for this study)

Conceptual Topics /Related concepts	Main Research Themes	Research focus	Citations
<p>e-WOM</p> <p><i>(e-WOM, consumers, online, intention, electronic, review, impact, trust, service and value)</i></p>	<p>Contents and elements of “e-WOM”</p>	Antecedents and motivations	Setyaning and Nugroho (2020); Amron (2017); Ding and Lii (2016); Duarte et al. (2018); Choi et Al. (2019); Tran et al. (2012); Santika et al. (2020; Kaur and Kesharwani (2018); Parolin and Boeing (2019); Sozer (2019);
		Electronic platforms	*In “Media”
		Credibility issues	*In “Influence”
		Behavioural issues	*In “Relationship”
<p>Media</p> <p><i>(Media, social, using, brand, purchase, positive, analysis, marketing, and platforms)</i></p>	<p>The role of social “Media”</p>	Persuasiveness	Seo et al. (2020); Balakrishnan et al. (2014); Bento et al. (2018)
		Information influence	Bartosik-Purgat (2018); Balakrishnan et al. (2014); Ferrão and Alturas (2018); Živković et al. (2014); Kim and Tang (2016); Mhlanga and Siyongwana (2018)
		Content	Aji et al. (2020); Poturak and Softic (2019); Seo et Al. (2020)
		Participation	Choi et Al. (2017); Kim and Tang (2016); Yan et al. (2018)
<p>Influence</p> <p><i>(Influence, information, quality, and travel)</i></p>	<p>The e-WOM “influence”</p>	e-WOM source	Zohora et Al. (2014); López and Sicilia (2014). Abalaesei and Sandu, (2015); Lee and Hong (2019)
		e-WOM message	Zohora et al. (2014); Liao and Yang (2012); Rahman and Mannan (2018); Furner et Al. (2016); Oliveira and Casais (2019); Yoon (2012); Liu et al. (2017)
		e-WOM receivers	Yoon (2012); Zohora et al. (2014); Dogruel and Xiaoming (2016)

<p>Hotel <i>(Hotel, literature, data and products)</i></p>	<p>e-WOM in Hospitality and “Hotel”</p>	Travellers’ Motivations	Bore et al., (2017) Arsal et Al. (2010); Hernández-Méndez et al. (2013); Duffy (2015); Živković et al. (2014) ; San-Martín et al. (2020)
		Travellers’ behavioural issues	Rizky et al. (2017); Abubakar (2016);Saodin and Suharyono, (2019); Prayogo and Kusumawardhani (2016); Iriobe and Abiola-Oke (2019)
		Impact on Hotel Performance	Raguseo and Vitari (2017); Kościółek (2017)
		“Big data” analytics	Mhlanga and Siyongwana, (2018; Hu and Chen (2016)
<p>Relationship <i>(Relationship, affect, approach)</i></p>	<p>e-WOM and its positive “Relationship”</p>	Consumers’ attitudes and buying intentions	Subana and Kerti (2019); Liao and Yang (2012); Hardjono et al. (2020); Priyanthi and Kerti (2020); Sun et al. (2019); Balakrishnan et al. (2014); Poturak and Softic (2019); Aji et al. (2020); Sugandini et al. (2020); Wang (2011); Sawaftah et al. (2020)
		Organizational performance	Jiang et al. (2016); Yamaguchi et al. (2018) Bai et Al. (2017)